

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method for conducting a financial transaction comprising:

making an application, via a website accessed from a global communications network, for acquisition of a financial product that requires activation to become effective;

processing said application for approval during a single visit to said website;

said processing including determining eligibility of the applicant for said financial product based upon a set of business rules programmed by a provider of said financial product;

following approval of said application, activating said financial product to complete said financial transaction; and

wherein said steps of making, processing and activating are all conducted by the applicant through a global communications network.

~~wherein the processing of said application includes determining the eligibility of the applicant for said financial product.~~

2. (Original) The method according to Claim 1, and further including the step of paying for said financial product prior to said activating step.

3. (Original) The method according to Claim 1, wherein said financial product comprises an insurance policy, and wherein said financial transaction comprises selling and buying said insurance policy.

4. (Original) The method according to Claim 3, wherein said activating step comprises providing coverage under said insurance policy.

5. (Original) The method according to Claim 4, wherein said insurance policy comprises a life insurance policy.

6. (Original) The method according to Claim 1, wherein said global communications network comprises a world wide web.

7. (Canceled)

8. (Original) The method according to Claim 1, wherein said processing step is performed by a financial transaction service provider, and wherein said activating step is performed by a provider of said financial product.

9. (Original) The method according to Claim 1, wherein said processing and activating steps are performed by the same entity.

10. (Currently Amended) A method for buying and selling an insurance policy, comprising:

making an application to purchase said insurance policy by an applicant during a single visit to said website accessed from a global communications network;

processing said application for approval during a single visit to said website; ~~and~~

said processing of said application includes determining eligibility of the applicant for said insurance policy based upon a set of business rules programmed by a provider of said insurance policy;

following approval of said application, providing coverage under said insurance policy; and

wherein said steps of making, processing and providing coverage are all conducted by the applicant during a single visit to said website through a global communications network; ~~and~~

~~wherein processing of said application includes determining the eligibility of the applicant for said~~

11. (Original) The method according to Claim 10, and further including the step of paying for said insurance policy prior to said providing coverage step.

12. (Original) The method according to Claim 10, wherein said insurance policy comprises a life insurance policy.

13. (Original) The method according to Claim 10, wherein said global communications network comprises a world wide web.

14. (Canceled)

15. (Original) The method according to Claim 10, wherein said processing step is performed by a financial transaction service provider, and wherein said providing coverage step is performed by a provider of said insurance policy.

16. (Currently Amended) A system for conducting a financial transaction by an applicant during a single internet session through a global communications network, the system comprising:

a first interface for receiving an application completed by the applicant using a website accessed through the global communications network for acquisition of a financial product that requires activation to become effective;

a processor for processing said application for approval during a single visit to said website, wherein the processing of said application includes determining the eligibility of the applicant for said financial product based upon a set of business rules programmed by a provider of said financial product; and

~~if said application is approved,~~ a second interface for routing application information to a provider of said financial product through the global communications network if said application is approved to obtain substantially immediate activation of said financial product by said provider.

17. (Original) The system according to Claim 16, wherein said financial product comprises an insurance policy, and wherein said financial transaction comprises selling and buying said insurance policy.

18. (Original) The system according to Claim 17, wherein said insurance policy comprises a life insurance policy, and wherein said activation comprises providing coverage under said policy.

19. (Original) The system according to Claim 16, wherein said system is operated by a financial transaction service provider that comprises a different entity than said provider of said financial product.

20. (Original) The system according to Claim 16, wherein said global communications network comprises a world wide web, and wherein said first and second interfaces comprise Internet connections through said world wide web.

21. (Previously presented) The method according to Claim 3, wherein said insurance policy is a new insurance policy.

22. (Previously presented) The method according to claim 10, wherein said insurance policy is a new insurance policy.

23. (Previously presented) The system according to Claim 17, wherein insurance policy is a new insurance policy.